You'll want everyone to know...

COSTUME BY MR. JOHN, INC.—GRAPES BY MARI, INC.

This charming Mata Hari has just completed a fascinating mission behind the cigarette curtain. And now she knows why so many Parliament smokers want everyone to know *their cigarette* is special. The crush-proof box . . . the luxurious flavor . . . the superb tobaccos . . . and above all, the exclusive Mouthpiece that keeps the filter recessed a full quarter-inch. With Parliaments, *only the flavor touches your lips!*

You're so smart to smoke **Parliaments**

ONLY THE FLAVOR ...TOUCHES YOUR LIPS

2061190021

Mata Hari - Vogue - 1955

Source: https://www.industrydocuments.ucsf.edu/docs/tymn0003

2061190021